

TOSHIBA NEWS

For Immediate Release

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THIS EARTH DAY, HELP SAVE THE PLANET

(AND LOWER YOUR ELECTRIC BILL) WITH TOSHIBA TVs

*-- Toshiba Joins EPA's Energy Star® Program, Helping Reduce Air Pollution
and Saving Consumers \$500 Million per Year --*

WAYNE, NJ, April 14, 1998 -- You might not know it, but your television set is probably costing you money -- even when it's turned off! That's because TV's in the standby mode continue to drain energy -- and precious natural resources. To help protect the environment and cut consumer's energy bills, Toshiba has announced that all its 27-inch and larger direct-view and projection TVs will now carry the Energy Star label, certifying that they meet United States Environmental Protection Agency (EPA) requirements for energy efficiency. Toshiba was one of the first manufacturers to join the Energy Star program, which could save the nation over \$500 million each year on electricity and cut air pollution by a factor equal to the emissions of one million automobiles.

Toshiba Energy Star-labeled TVs consume up to 70% less energy (1-3 watts) in the standby mode than conventional models (up to 12 watts). Because TV sets typically remain in the standby mode for at least 2/3 of the day, the energy savings over the lifetime of a Toshiba Energy Star-compliant component is significant.

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TOSHIBA THE LEADER IN DVD TECHNOLOGY

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"Toshiba is strongly committed to helping protect the environment," noted Mr. Toshihide Yasui, President of Toshiba America Consumer Products, Inc. "In fact, it's a direct result of years of dedication to the design of power-saving TV chassis that we have been allowed to attach the Energy Star label to our products immediately as the EPA introduces this program. This program will help us continue working toward our company's environmental goals, while helping increase consumer awareness about the benefits of energy efficient home theater products, such as lower household energy bills, longer product life expectancies and greater customer satisfaction."

The EPA estimates that a household that buys Energy Star-labeled equipment (including appliances, home entertainment and computer products) could prevent the release of over 70,000 pounds of carbon dioxide over the lifetime of the products. That pollution savings is equivalent to taking one automobile off the road for seven years.

Toshiba America Consumer Products, Inc. is an independent operating company, owned by Toshiba America, Inc., a subsidiary of the Toshiba Corporation, a world leader in high technology products with consolidated subsidiaries worldwide.

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